

REP HEADLINE# 6396944 TRF# 338927 REP: TEL# 215-564-1206 FAX# 215 564 1103
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$ CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP OCT31/12 17.10
 CHANGES ** WPXI-TV ***

ADV # 017034 ADV. NAME POLI/E VOGEL/R/SEN/PA REP.# OFF.# 18 SALESMAN #
 AGY # 03469 AGY. NAME STRATEGIC MEDIA PLACEMENT BUYER NAME WHITNEY EVERSOLE

7669 STAGERS LOOP
 DELAWARE, OH 43015
 SALES PRSN WA- CHERYL BLAIR

ORDER # CONTRACT # 6396944 CLASS: NATL. LOCAL REGIONAL

PRDCT ELDER VOGEL 10/26 EST#3083 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT26/12 OCT31/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT31/12 17.10

REP: TO JEN
 FR LINDSEY FOR CHERYL
 M1 OK
 TTLS \$22,875
 PLEASE CONFIRM, THANKS!

STA:
 CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****



| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 13 | S | | 1135P-1205A | 30 | | \$3,000.00 | 10/28 | 10/28 | 0 | | SUN | 0 |

AGENCY ADVERTISER CODE -
 AGENCY PRODUCT CODE -
 AGENCY EST# = 3083
 PROGRAM : NEWS

| | | | | | | | | | | | | |
|----|---|--|-------------|----|--|------------|-------|-------|---|--|-----|---|
| 14 | A | | 1135P-1235A | 30 | | \$3,000.00 | 10/28 | 10/28 | 1 | | SUN | 1 |
|----|---|--|-------------|----|--|------------|-------|-------|---|--|-----|---|

PROGRAM : NEWS
 ORD COM1 : TIMG CHG
 ORD COM2 : SPT IS BOOKED - THX JEN
 THIS IS A MAKE-GOOD FOR OCT28 ON LINE-13 FOR 1 SPOT/WK

REP HEADLINE# 6396944 TRF# 338927
 \$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET

FAX# 215 564 1103
 HARRIS REPORT FROM REP

OCT31/12 17.10
 *** WPXI-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

STATION MAKEGOOD OFFERS:

| | | | | | | | | | | | | |
|----|------|--------|------------------------------|--|--|--|-------|--|-----|------------|-------------|--|
| M1 | OK'D | BUY#13 | MISSED: SUN/1135P-1205A | | | | OCT28 | | 30S | \$3,000.00 | (OCT25/12) | |
| | | | OFFER: SUN/1135P-1235A | | | | OCT28 | | 30S | \$3,000.00 | PLS ADVISE. | |
| | | | CMT: TIME CHG | | | | | | | | | |
| | | | CMT: SPT IS BOOKED - THX JEN | | | | | | | | | |

OCT/12 12125.00 NOV/12 10750.00

CONTRACT TOTAL 22875.00
 TOTAL SPOTS 16



MARKET TOTALS \$78,879 WPXI 29% KDKA 34% WTAE 24% WPGH 13% CABL 0% WPCW 0% WPMY 0%

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6396944 TRF# 338927
\$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM STATION OCT25/12 14.25
*** WPXI-TV ***

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REP.# OFF.# 18 SALESMAN #

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FR LINDSEY FOR CHERYL
NEW ORDER
TTLS \$22,875
PLEASE CONFIRM, THANKS!

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STATION MAKEGOOD OFFERS:
M1 UNRESL BUY#13

MISSED: SUN/1135P-1205A
OFFER: SUN/1135P-1235A
CMT: TIMING CHG
CMT: SPT IS BOOKED- THX JEN

OCT28 30S \$3,000.00 (OCT25/12)
OCT28 30S \$3,000.00 PLS ADVISE.

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TOTAL SPOTS 16